WHAT IS CLAIMED IS:

1.   An image recording apparatus including image
sensing means for sensing an object and means for
embedding predetermined data in image data obtained by
5   the image sensing, comprising:

means for setting a first item for defining a mode
for the image sensing; and

means for setting a second item for defining a
mode for the embedding on the basis of the first item,
10   wherein said image sensing means senses an object
on the basis of the first item, and

said embedding means executes the embedding on the
basis of the second item.

2.   An image recording apparatus including image
15 sensing means for sensing an object and means for
embedding predetermined data in image data obtained by
the image sensing, comprising:

means for setting a third item for defining a mode
for the embedding; and

20   means for setting a fourth item for defining a
mode for the image sensing on the basis of the third
item,

wherein said image sensing means senses an object
on the basis of the fourth item, and

25   said embedding means executes the embedding on the
basis of the third item.

3.   The apparatus according to claim 1, wherein the

first or fourth item defines values associated with an

exposure time and aperture of said apparatus.

4.   The apparatus according to claim 1, wherein the

first or fourth item defines a value associated with a

5   continuous-exposure frame count of said apparatus.

5.   The apparatus according to claim 1, wherein the

first or fourth item defines a value associated with

image quality of a sensed image.

6.   The apparatus according to claim 1, wherein the

10   first or fourth item defines a value associated with

sensitivity with respect to an amount of light received.

7.   The apparatus according to claim 1, wherein the

second or third item defines a type of watermarking

represented by the predetermined data to be embedded.

15   8.   The apparatus according to claim 1, wherein the

second or third item defines a value associated with an

embedding strength of the predetermined data.

9.   The apparatus according to claim 1, wherein the

second or third item defines a type of the predetermined

20   data to be embedded.

10.   An image recording method including the image

sensing step of sensing an object and the step of

embedding predetermined data in image data obtained by

the image sensing, comprising:

25   the step of setting a first item for defining a

mode for the image sensing; and

the step of setting a second item for defining a

mode for the embedding on the basis of the first item,

wherein the image sensing step comprises sensing an object on the basis of the first item, and

the embedding step comprises executing the embedding on the basis of the second item.

11. An image recording method including the image sensing step of sensing an object and the step of embedding predetermined data in image data obtained by the image sensing, comprising:

the step of setting a third item for defining a mode for the embedding; and

the step of setting a fourth item for defining a mode for the image sensing on the basis of the third item,

wherein the image sensing step comprises sensing an object on the basis of the fourth item, and

the embedding step comprises executing the embedding on the basis of the third item.

12. The method according to claim 10, wherein the first or fourth item defines values associated with an exposure time and aperture of said image recording apparatus.

13. The method according to claim 10, wherein the first or fourth item defines a value associated with a continuous-exposure frame count of said image recording apparatus.

14. The method according to claim 10, wherein the

first or fourth item defines a value associated with image quality of a sensed image.

15. The method according to claim 10, wherein the first or fourth item defines a value associated with sensitivity with respect to an amount of light received.

16. The method according to claim 10, wherein the second or third item defines a type of watermarking represented by the predetermined data to be embedded.

17. The method according to claim 10, wherein the second or third item defines a value associated with an embedding strength of the predetermined data.

18. The method according to claim 10, wherein the second or third item defines a type of the predetermined data to be embedded.

19. A computer-readable memory storing a code for executing the image sensing step of sensing an object and a code for executing the step of embedding predetermined data in image data obtained by the image sensing, comprising:

a code for executing the step of setting a first item for defining a mode for the image sensing; and

a code for executing the step of setting a second item for defining a mode for the embedding on the basis of the first item,

wherein the code for executing the image sensing step comprises sensing an object on the basis of the first item, and

the code for executing the embedding step

comprises executing the embedding on the basis of the

second item.

20.   A computer-readable memory storing a code for

5 executing the image sensing step of sensing an object

and a code for executing the step of embedding

predetermined data in image data obtained by the image

sensing, comprising:

a code for executing the step of setting a third

10 item for defining a mode for the embedding; and

a code for executing the step of setting a fourth

item for defining a mode for the image sensing on the

basis of the third item,

wherein the code for executing the image sensing

15 step comprises sensing an object on the basis of the

fourth item, and

the code for executing the embedding step

comprises executing the embedding on the basis of the

third item.

20 21.   An image recording apparatus having image sensing

means, comprising:

selection means for selecting one of a plurality

of image sensing modes;

embedding means for embedding information as a

25 watermark in an image;

determination means for determining, in accordance

with the image sensing mode selected by said selection

- 39 -

means, whether to activate said embedding means; and

control means for, when said determination means determines that the information is to be embedded, performing control to activate said embedding means to

5 embed the information in the image data sensed by said image sensing means.

22. The apparatus according to claim 21, wherein the information includes information specifying a user name, image sensing date, and image recording apparatus.

10 23. The apparatus according to claim 21, wherein said embedding means comprises first embedding means for embedding information as a visible watermark in an image, and second embedding means for embedding information as an invisible watermark in an image, and

15 said determination means comprises means for determining one of said first and second embedding means when embedding is to be performed.

24. The apparatus according to claim 21, wherein said embedding means comprises first embedding

20 means for embedding information with priority given to image quality of an image in which the information is to be embedded, and second embedding means for embedding information with priority given to robustness of the information to be embedded, and

25 means for determining one of said first and second embedding means when information is to be embedded.

25. The apparatus according to claim 21, wherein

- 40 -

said embedding means comprises first embedding means for embedding information as a visible watermark in an image, second embedding means for embedding information as an invisible watermark in an image with

5 priority given to image quality of the image in which the information is to be embedded, and third embedding means for embedding information as an invisible watermark in an image with priority given to robustness of the information to be embedded, and

10 said determination means comprises means for determining one of said first to third embedding means when embedding is to be performed.

26. The apparatus according to claim 21, wherein said determination means determines, in accordance with image

15 quality set when a sensed image is stored in a predetermined storage medium, whether to perform embedding.

27. A control method for an image recording apparatus having image sensing means, comprising:

20 the selection step of selecting one of a plurality of image sensing modes;

the embedding step of embedding information as a watermark in an image;

the determination step of determining, in

25 accordance with the image sensing mode selected in the selection step, whether to activate the embedding step; and

the control step of, when it is determined in the
determination step that the information is to be
embedded, performing control to activate the embedding
step to embed the information in the image data sensed

5   in the image sensing step.